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*Consistency in Cognitive Social Behavior: An Introduction to Social Psychology.* C. J. Mower White. Routledge & Kegan Paul, Boston, 1982, 201 pp.

*Handbook of Behavior Modification with the Mentally Retarded.* Johnny L. Matson and John R. McCartney, eds. Plenum Press, New York, 1981, 414 pp.

*Managing Behavior on the Job.* Paul L. Brown, Ph.D. John Wiley & Sons, Inc., New York, 1982, 190 pp.

*On the Development of Developmental Psychology.* D. Kuhn and J. A. Meacham, eds. S. Karger, New York, 1983, 160 pp.

*Organizational Behavior Management.* Lee W. Frederiksen, ed. John Wiley & Sons, Inc. New York, 1982, 604 pp.

*Pedagogue's Progress.* Fred S. Keller. TRI Publications, Lawrence, Kansas, 1982, 99 pp.

*The Personalized System of Instruction: 48 Seminal Papers.* J. Gilmour Sherman, Robert S. Ruskin, George B. Semb. TRI Publications, Lawrence, Kansas, 1982, 352 pp.

*The Play of Children: Current Theory and Research.* D. J. Pepler, & K. H. Rubin, eds. S. Karger, New York, 1982, 158 pp.

*The Practice of Behavior Theory (3rd edition).* Joseph Wolpe, M. D. Pergamon Press, New York, 1982, 350 pp.

*Prediction of Violence: Attitudes as Projected in Sentence Completion.* Richard L. Jenkins, M.D., and Eve Blodgett Gowdy, B.S. Charles C. Thomas, Springfield, IL, 1981, 149 pp.

*The PSI Handbook.* Fred S. Keller & J. Gilmour Sherman. TRI Publications, Lawrence, Kansas, 1982, 79 pp.

*The Psychotic Personality.* Leon J. Saul, M.D., and Silas L. Warner, M.D. Van Nostrand Reinhold Co., Inc., New York, 1982, 306 pp.

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*The Behavior Analyst* was founded in 1978 to promote Behavior Analysis as a field. Thus articles on the past, present, and future of behavior analysis or its application in other fields are particularly appropriate for the journal. The journal also publishes literature reviews, discussions of previously published work, or reinterpretations of published data. Articles on behaviorism as a philosophy, however, should be submitted elsewhere as should applied or experimental studies citing original data.

Some of the topics from convention invited addresses are suitable for *The Behavior Analyst*. The presentations must, however, be rewritten as articles. (See "Style" below.)

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4. If you wish, you may also give the names and addresses of three to five people outside of your institution who you would recommend as qualified reviewers for your manuscript.

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### STYLE

1. Use the active voice in preference to passive voice. The active is usually shorter, more lively to read, and it more clearly specifies the agent of action.
2. Be specific rather than general whenever possible. A general phrase such as "we need to arrange contingencies to reinforce desired behaviors" communicates little. Instead, tell who needs to do what so that a reader can visualize the action you describe.
3. Back up assertions. Statements such as "there is a growing trend . . ." leave a reader asking "why do you say that?" Document with examples or data.
4. Avoid overuse of the weak verbs "to be" or "to have" as the main verb of a sentence. By circling each main verb in each sentence of an early draft of a manuscript you can see how many are weak verbs. By replacing weak verbs with more active ones, you can improve dramatically the clarity and force of an argument.
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ments "in response" to articles published in *The Behavior Analyst* or in other journals with which our readers are likely to be familiar. To keep each one to a single, printed page, manuscript copy should not run more than two double-spaced pages.

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